

Featuring

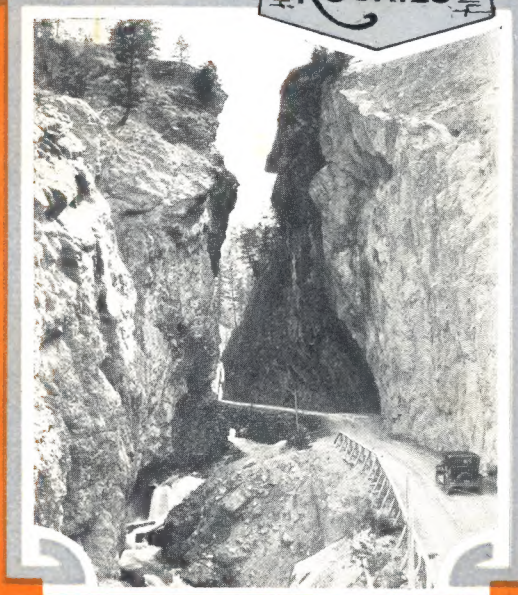
Featuring

CALGARY CALGARY

"Sunshine
City of the
Foothills"

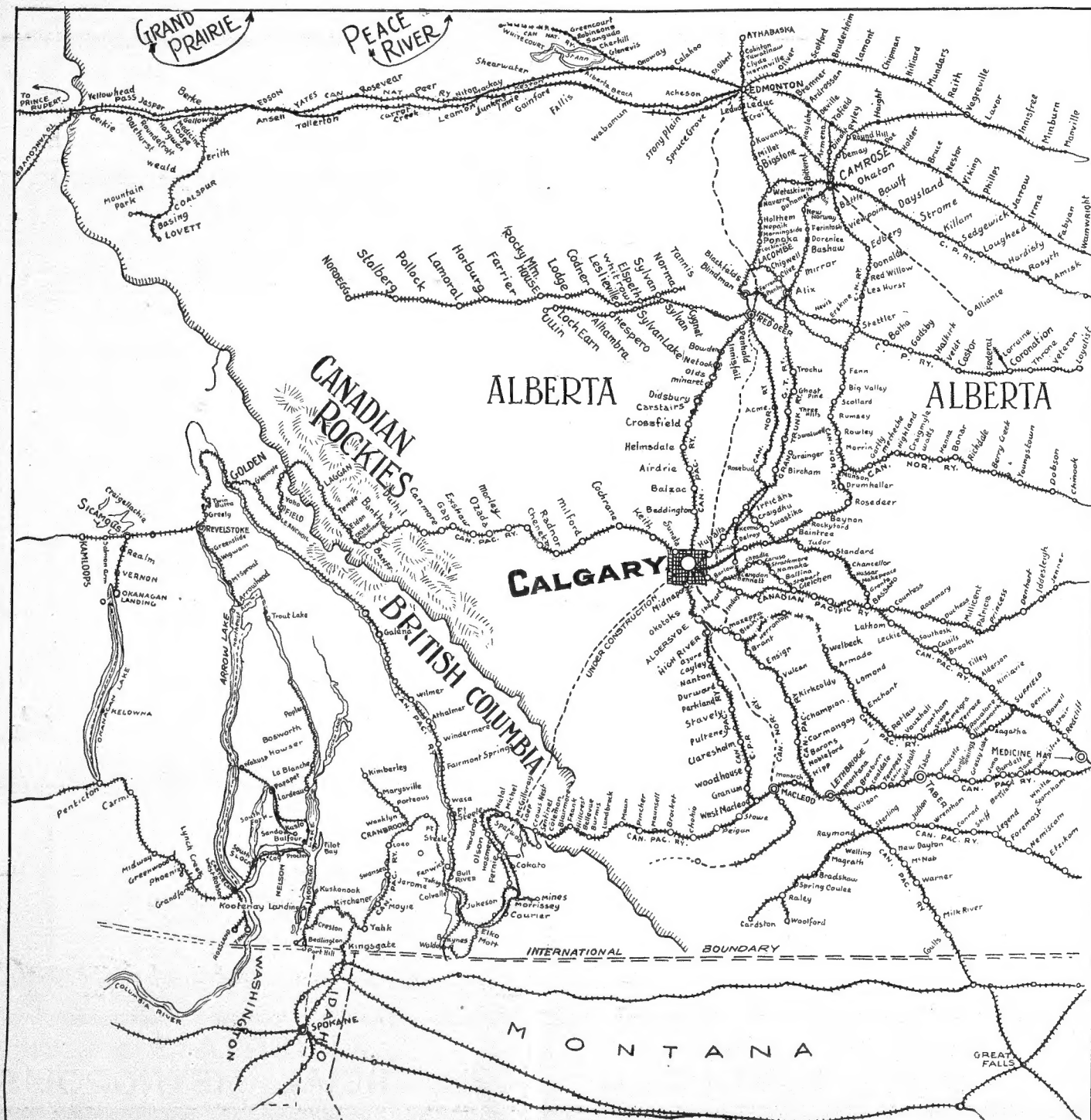
ALBERTA, CANADA.

ALBERTA, CANADA.



WORLD'S BEST
WHEAT COUNTRY

ALBERTA'S
COMMERCIAL METROPOLIS



CALGARY—WHOLESALE AND JOBBING CENTRE OF ALBERTA



First Street West, Looking South



Eighth Avenue



Seventh Avenue West

CALGARY

THIS is to introduce **Calgary!** The City of the Foothills, and the City of Sunshine. The largest city and the commercial metropolis of Alberta. The city which is the clearing house for millions of bushels of Alberta's grain crops and for thousands of head of live stock. A city established fifty years ago, when the North West Mounted Police built their fort here, and brought the law and order to a land which was harassed by unscrupulous bands of men, who were making no attempt to develop a great and wonderful country, and who were rapidly bringing the British flag into disrepute. With the locating of the police, Calgary, in common with the rest of the province, grew and prospered. Life went along peacefully enough for a time, the Indians and trappers trading their furs, ranchers coming in with their cattle, and the first few settlers coming into the country, attracted by the wonderful possibilities.

Then in 1883 came the Canadian Pacific Railroad, the pioneer train to the West, over the mountains to the Pacific coast. The coming of the road meant the

opening of the country. By the following year there was a population of five hundred in the little town, which was then incorporated as the town of Calgary. From that time the place began its forward march in the van of the army of progress. In 1894 it was incorporated as a city, and during that time, and since then, it has been slowly adding to itself those utilities necessary for the growth and development of any young city of the West.

To-day its citizens can point with pride to a city of handsome business structures, of beautiful homes, backed by many industries of an important nature, and the city so located geographically that it is a natural distributing point for a large territory, including all the important towns and districts in Central and Southern Alberta, South-Eastern British Columbia and Western Saskatchewan.

Calgary also occupies the unique position as a personal shopping centre for many thousands of farmers living in Central and Southern Alberta. This is chiefly owing to the fact that ninety per cent. of them own

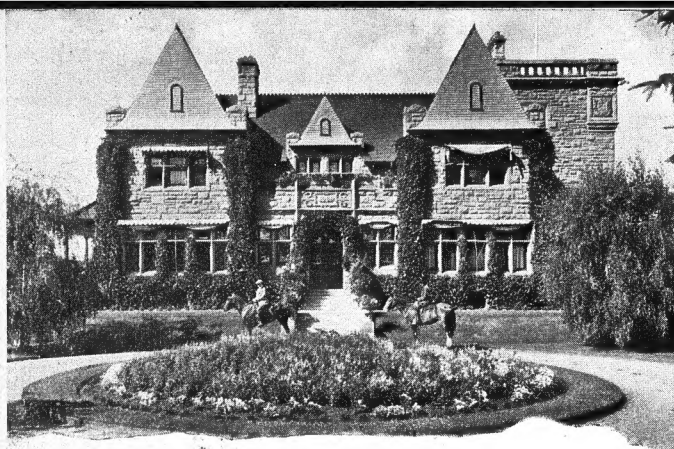
Page 3

First Street West, Looking North



C.P.R. Station and Offices





A Calgary Home

their own cars. This volume of trade means much to the hundreds of up-to-date retail stores in the city.

Calgary is beautifully situated, with residential sections of the city located on the heights along the Bow and Elbow rivers. There is a wealth of sunshine throughout the year. In the winter there is no sustained cold weather, there being constant relief brought in by the balmy mountain chinook winds. In the summer, hot days are tempered by cooling mountain breezes, and sultry nights are not known.

But with all its teeming life of industry and business, Calgary has another side. The social side of life, sport and recreation is by no means neglected, and is well supplied by organizations and clubs which embrace all forms of art; the theatres of the city give the public the best in pictures, vaudeville and road shows; golfers have the choice of six excellent golf courses; tennis, football and cricket are sports given space in the Calgary numerous public parks; short runs for motorists will take them to some of Alberta's beauty spots, situated within easy distance of the city.

An institute of technology, private, public and

Page 4



Central Park

high schools, night classes, and business colleges give the best of education to the young life of the city; a public library contains a wide range of every class of literature. Churches of every denomination, pastored by men of the highest ability and scholarship, and with memberships composed of people who realize the meaning of true religion.

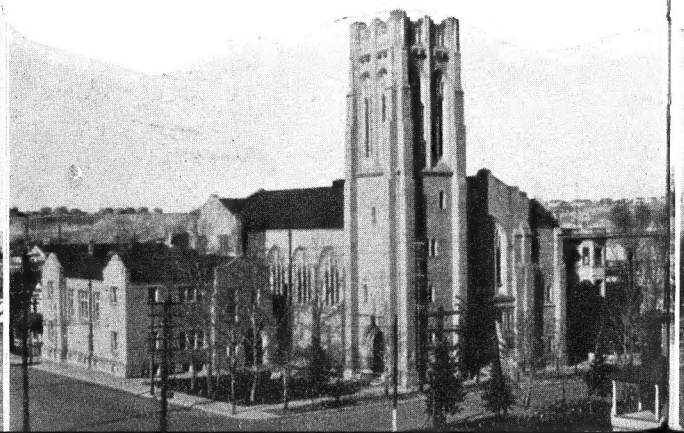
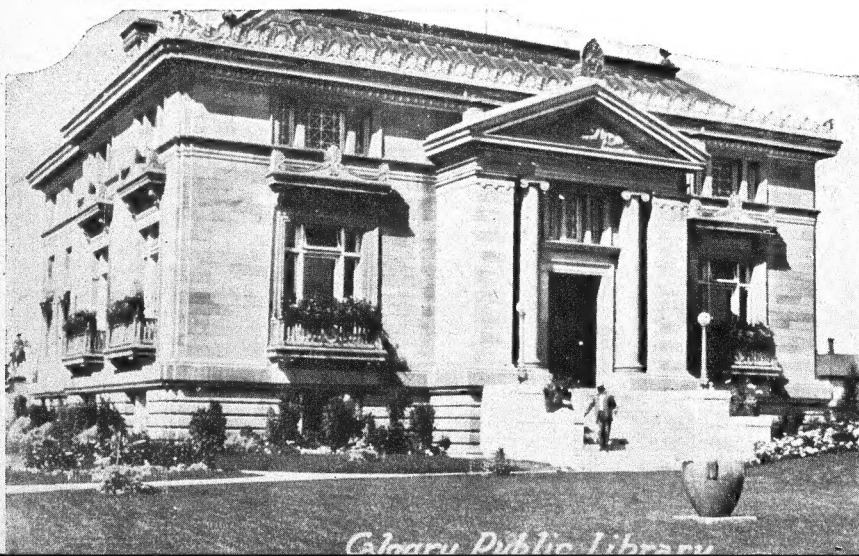
And that, in brief, is Calgary. Now go on. Look over the pictures which tell more eloquently than words just what Calgary is, and get some more detailed information on the things which interest you.

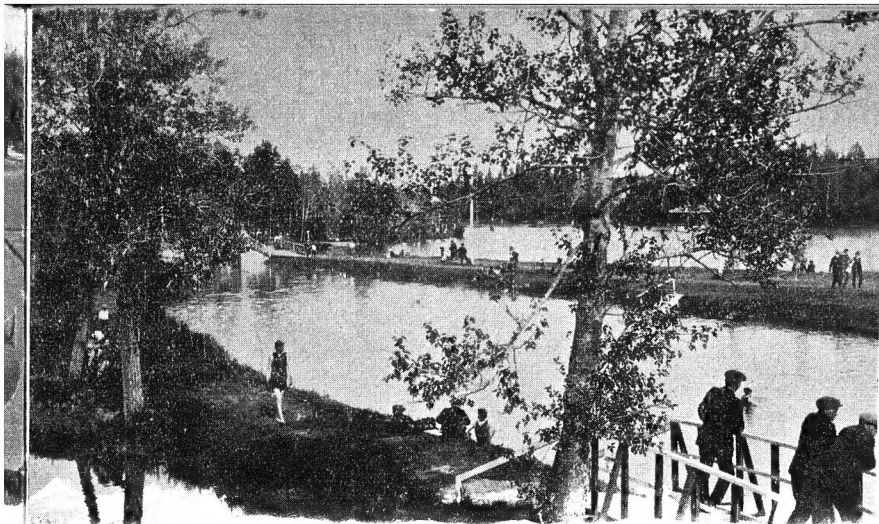
Calgary has plenty of places of interest, both within and without its borders. A brief review of these will suffice to inform the visitor where to go.

PARKS AND RECREATION

Central Park is nearly four and a half acres in extent, and is situated between Twelfth and Thirteenth Avenues, and Second and Fourth Streets West. The park is beautifully adorned with flowers and shrubs, and is a favorite haunt for those who wish for an hour's quiet meditation. In the centre of the park is a fine statue of those who fell in the South African war. In the park and facing Fourth Street west,

Knox Church





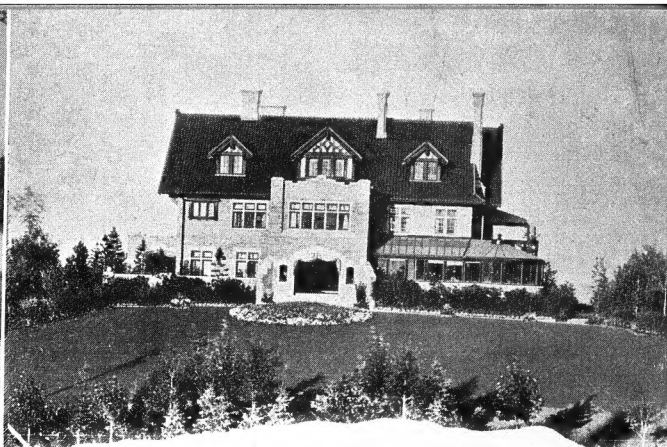
Bowness Park

is the Carnegie Public Library. It is a handsome building and one of which all Calgarians are proud of. In front of it, set in a lawn of wide dimensions, is another statue, commemorating those gallant fellows who fell in the Great European War.

The Blue, Yellow and Blue, and Yellow Arrow Lines going south on the car lines will take visitors there.

Victoria Park, better known as the Exhibition Grounds, contains more than one hundred acres. It has entrances on Seventeenth Avenue and Second Street East; Seventeenth Avenue, and Fourth Street East; Eighteenth Avenue and Second Street East. The Exhibition Buildings contained herein are valued at half a million dollars, including the fireproof grandstand, which accommodates 6,000 persons. The big Summer Fair is held here, also the Alberta Winter Fair, the Horse Show, Cattle Sheep and Swine Sales, Wool Sales, Poultry Show, Horticultural Show. In the winter the league Hockey Matches are held in the Arena, also Curling Bonspiel, and Boxing Matches and other sporting events in the Victoria Pavilion. City stores, power house, and street railway barns are located here, and the Canadian Pacific Rail-

Ranchmen's Club



A Calgary Home

way has a spur which enters the park at the north-east corner. Blue, and Yellow and White Lines going east will take the visitor to this place.

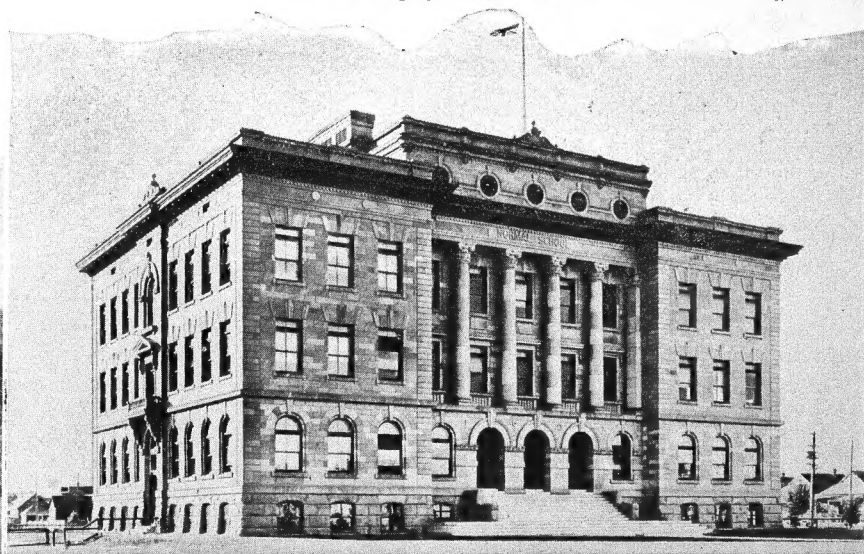
The Red and Blue, and Red Lines, going east, are the car lines to take for St. George's Island. This is a beautiful semi-natural park of forty-five acres, and is on the banks of the Bow River. There is a Dancing Pavilion here, Band Stand, Children's Playground, and many lovely walks beneath the trees, beside the river. Many picnic parties are staged here.

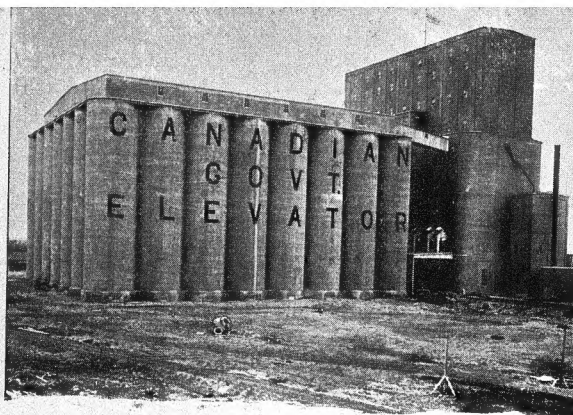
Mewata Park is situated between the Bow River and Ninth Avenue, Eleventh and Fourteenth Avenues West. There is about 33 acres here, and is a park particularly devoted to sport of all kinds. Here is a Football Field, a Baseball Diamond, and Children's Playground. The Military Armouries Building fronts upon Eighth Avenue West.

Riley Park is on the Red Line and the Bowness Park Line going West. This park is one of the most beautiful in Calgary, and is well looked after by the City Parks Department. Trees and a beautiful lawn

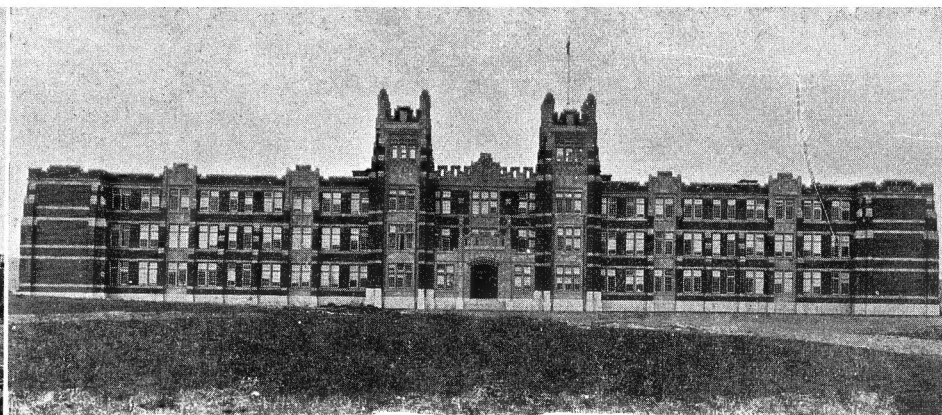
One of Calgary's Public Schools

Page 5





Government Elevator



Provincial Institute of Technology and Arts

provide shade and recreation for the hundreds who frequent this resort in the summer, and the Playground apparatus, the Wading Pool and the Cricket Pitches, are the means of sport and pastime for both young and old.

Hillhurst Athletic Park is a part of Riley Park and is given over entirely to athletics. Association and Rugby Football are the sports here, with Hockey and Skating in the winter.

Bowness Park is the show place of the city. There is a regular service to it from the city, and about half an hour's run on the street car, a delightful ride, will take the visitor to it. It is an island in the Bow River, and is chiefly natural scenery. A great place for a picnic party. Boating, Bathing, and every facility is provided here. Bowness Park should not be missed by the visitor. There is eighty acres here.

Shaganappi Park is reached by the Green and White Line. It is in the west end of the city, and is nearly one hundred acres in extent. Its chief attraction is the 18-Hole Golf Course, and golfers say it is one of the best.

Page 6

CITY ADMINISTRATION

The City Hall is situated on Second Street East, between Seventh and Eighth Avenues. Full information may be obtained here regarding taxation, voting, and cost of using city utilities.

The City Police Court, Juvenile Court, License Department, Municipal Health Office, Children's Aid Department are all housed in a handsome building on Seventh Avenue, just east of the City Hall, immediately adjoining.

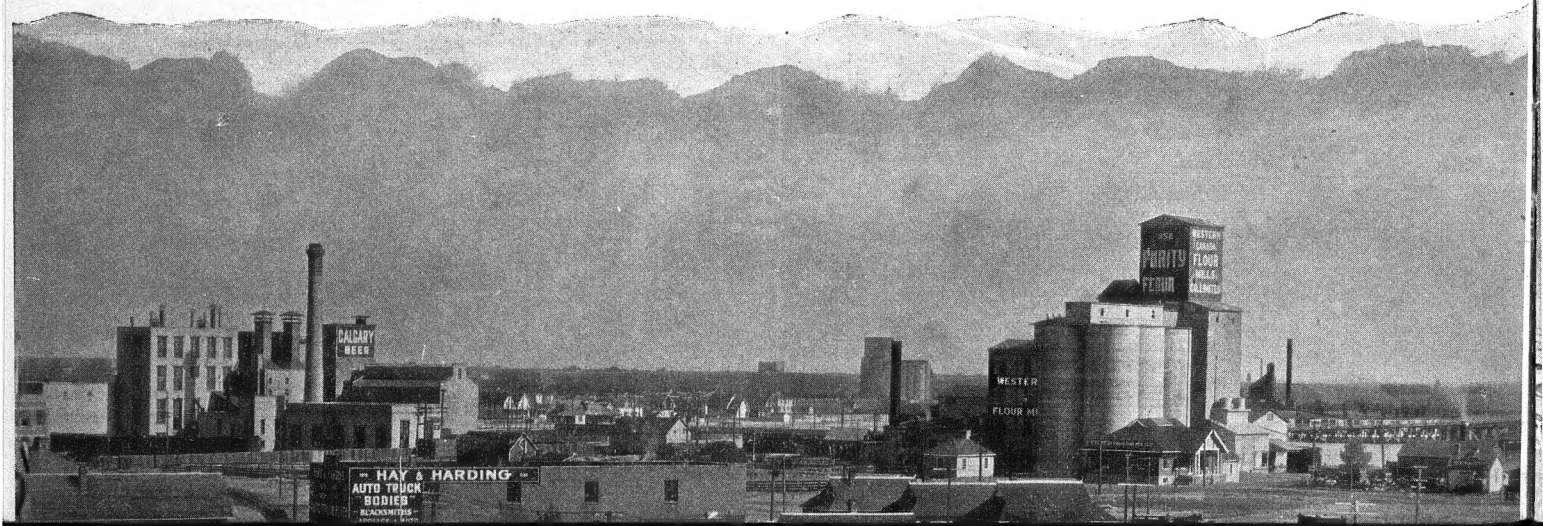
AUTO CAMP

The Calgary Automobile Club Camp is situated on St. Patrick's Island, which practically adjoins St. George's. A bridge connects the two. It provides camping facilities for tourists, light, fuel, lavatories and fire-places. A caretaker is constantly in charge, and motoring visitors have a very cordial invitation to visit this place.

SIDE TRIPS

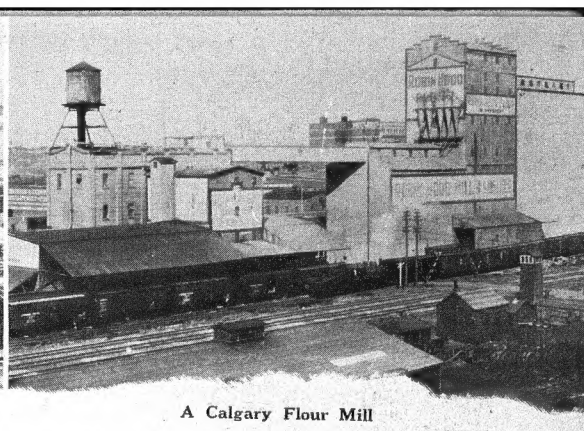
For Out-of-Town Trips, a brief resume will suffice, with the general description, direction and distance:—

Some of Calgary's Industries





Some of Calgary's Industries



A Calgary Flour Mill

Sarcee Indian Reservation—Priddis-Millarville trail.
Bowness Park—9½ miles west.
P. Burns' Ranch—15 miles south-east on Bow River.
Chestermere Lake—12 miles east (Yellow Trail).
Three Bridges—Seven miles on Bragg Creek Trail.
Fish Creek, Midnapore—9½ miles south (Blue Trail).
Midnapore—10 miles south (Blue Trail).
Sheep Creek, Okotoks—26 miles south (Blue Trail).
Calgary Silver Fox Ranch (largest in the West)—On old Morley Trail, 11 miles west.
Golf and Country Club—South of city limits via Elbow Park.
Polo Grounds—Six miles south on Fourth Street West.
Airdrie—20 miles north (Black Trail).
Red Deer Lake—16 miles south-west (Midnapore-Priddis road).
Keith Sanatorium—Across river from Bowness Park.
Priddis—20 miles south-west (Sarcee Trail).
Shepard—12½ miles east (main C.P.R. line).
Silver Bow Fox Farm—9 miles west on South Calgary-Cochrane road. E. W. Sturgeon, rancher.

ONE-DAY MOTORING TRIPS

Dinosaur Remains—Red Deer Valley at Blerriot Ferry, via Airdrie, Irricana, Beiseker, Carbon. Ninety miles from Calgary via Red Trail to Beiseker.

E.P. Ranch—Alberta home of H.R.H. Prince of Wales, 60 miles south. (Blue Trail to High River, thence west to ranch).

Bragg Creek—28 miles south-west on Elbow River.

Ghost River—30 miles west (Blue Trail).

Turner Valley Gas and Oil Fields—40 miles south-west (Blue Trail to Okotoks).

The Turner Valley Gas and Oil Fields, in process of development, contains several wells producing gas and oil. Gasoline is extracted from the wet gas, and some of the gas, after treatment, is piped to Calgary for domestic uses. The field is within easy reach of Calgary, and offers a fine auto trip.

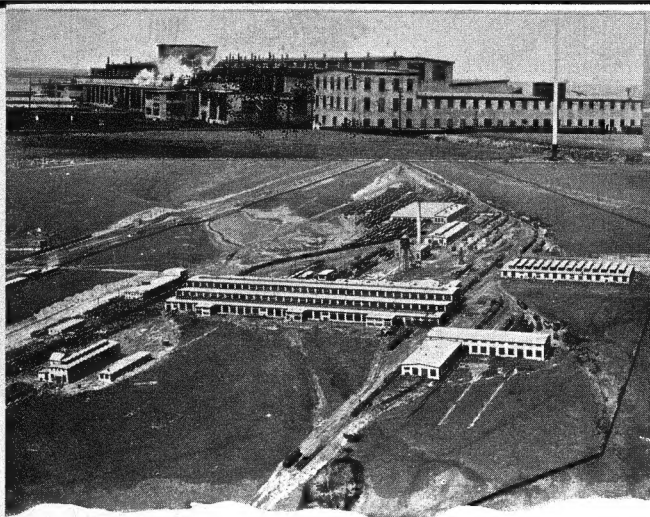
C.P.R. Experimental Farm, Strathmore—31 miles east (Yellow Trail).

Pine Lake (near Innisfail)—110 miles north (Black Trail to Innisfail, thence Green Trail for about 18 miles, then Yellow Trail about 4 miles).

Gull Lake (near Lacombe)—128 miles north (Black Trail, Yellow Trail west from Lacombe).

Sylvan Lake (near Red Deer)—111 miles north (Black Trail, Yellow northwest from Red Deer).





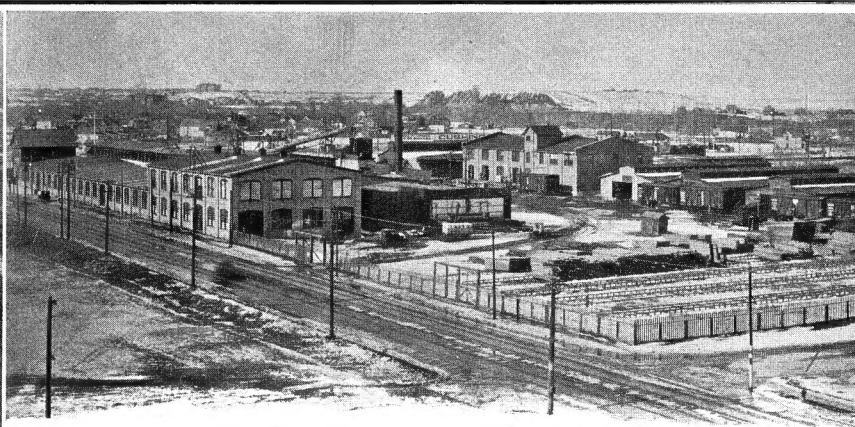
C.P.R. Ogden Shops

INDUSTRIES

The industrial and commercial future of Calgary is assured. Expansion of trade with the Orient will hasten the city's development. Already new markets are being found there for wheat, flour, livestock, butter and cheese. These are first essentials of any trade. With these firmly established there comes the opening for other things. Calgary is off to a good start in manufactured products. It is estimated that the industrial plants in the city, have an annual output worth approximately \$37,000,000. Thirty of the largest city's industries, which includes the great modern refinery of the Imperial Oil Co. (erected at a cost of some \$3,000,000), the C.P.R. Ogden Shops, the P. Burns Packing Plant, the Calgary Brewing Co., and the Silver Spray Breweries Ltd., employ more than 3,000 workers, and have an annual payroll that runs to more than \$4,000,000. Among its important manufactures Calgary can boast of turning out approximately 600,000 barrels of the finest grade flour produced during 1924. In addition about 80,000 barrels of oat cereals were produced.

Page 8

Oil Refinery



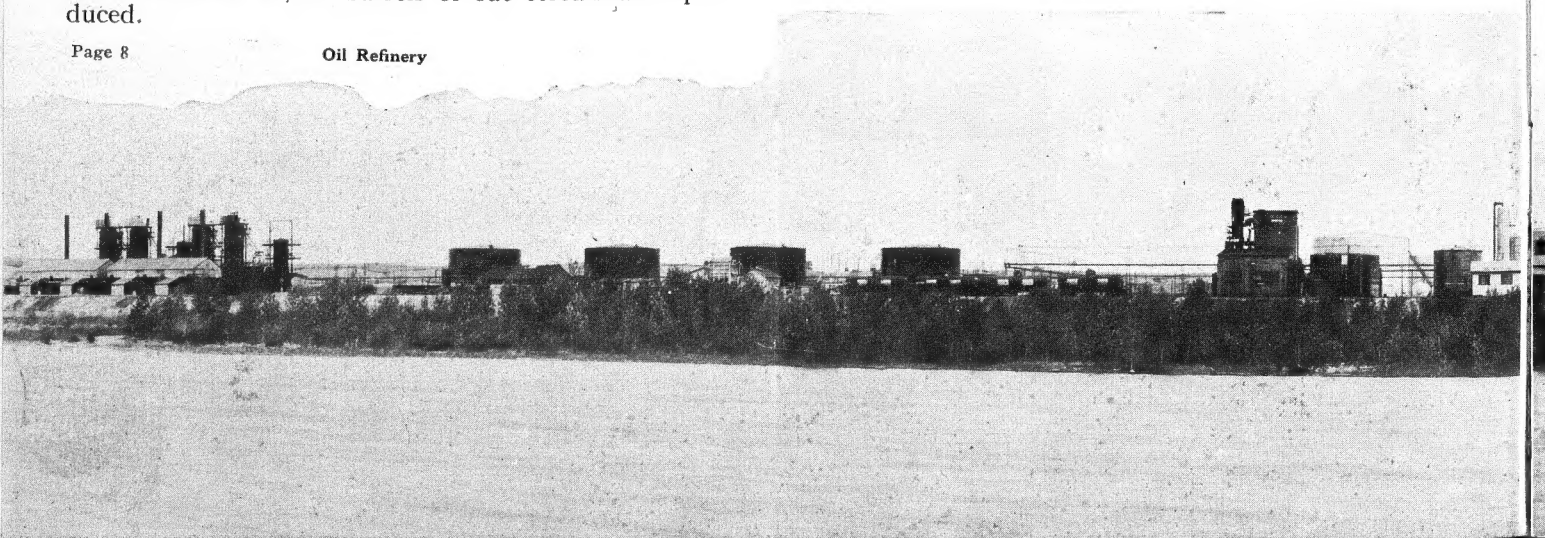
A Woodworking Plant

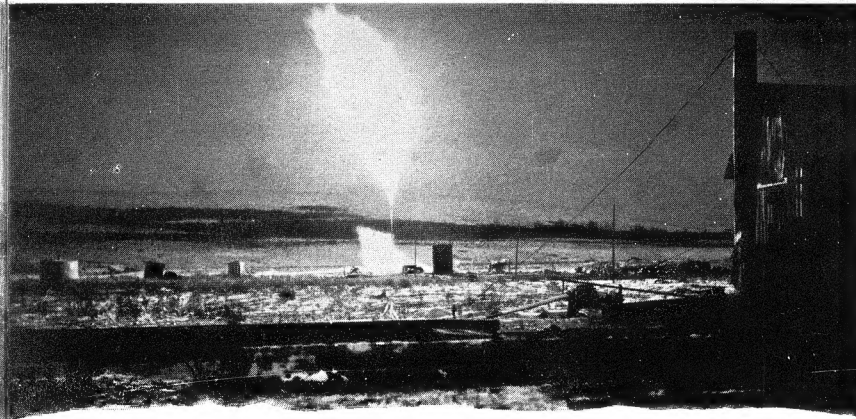
Since the famous Spillers' interests of Great Britain entered the Western Canadian field, Calgary has been one of the centres of their operations, and this city will be the inland terminal for the big British company's activities. In 1924 they acquired the partially completed plant of the Alberta Flour Mills Ltd., in Calgary. They propose to enlarge and complete this big plant.

With the rich natural resources surrounding here, Calgary is ripe for a great industrial development. Two great transcontinental railroads, the Canadian Pacific Railway and the Canadian National, radiate main and branch lines to many parts of the province, and to all parts of the Dominion.

Calgary, the most westerly of all prairie cities, is in a very favorable position for supplying the Orient's requirements with scores of her products, and with the products of other industries which will come as development advances.

An aggressive land and colonization policy which is slowly being adopted by the Federal Government is bound to benefit Calgary and Alberta. The province has a larger proportion of unoccupied arable land than any other province and it is largely to land settlement





in Alberta that immigration and colonization efforts will be directed.

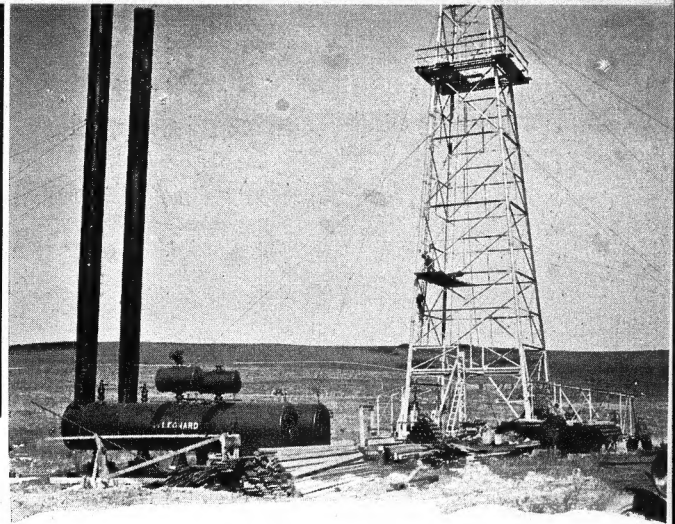
WHOLESALE JOBBING

As well as being the commercial, business and distributing centre of Alberta, Calgary is especially notable for its wholesale trade. Besides containing many local firms, it includes a number of branches of Eastern Canadian and United States manufacturers and distributors. The wholesale district of Calgary is well laid out and splendidly built.

The retail sections of the City are a delight to all who come. With every line of business represented, their display windows are worthy of everyone's attention, and this is well proven on any day in the week.

NATURAL RESOURCES

There is a tremendous undeveloped wealth in the natural resources of Alberta. The most extensive and important is coal. The Province stands first in the Dominion in its coal area and production. Until recently the chief value of this resource has been the satisfying of the local fuel demand. During the past year or two considerable expansion has taken place in supplying the other prairie provinces. The latest development is



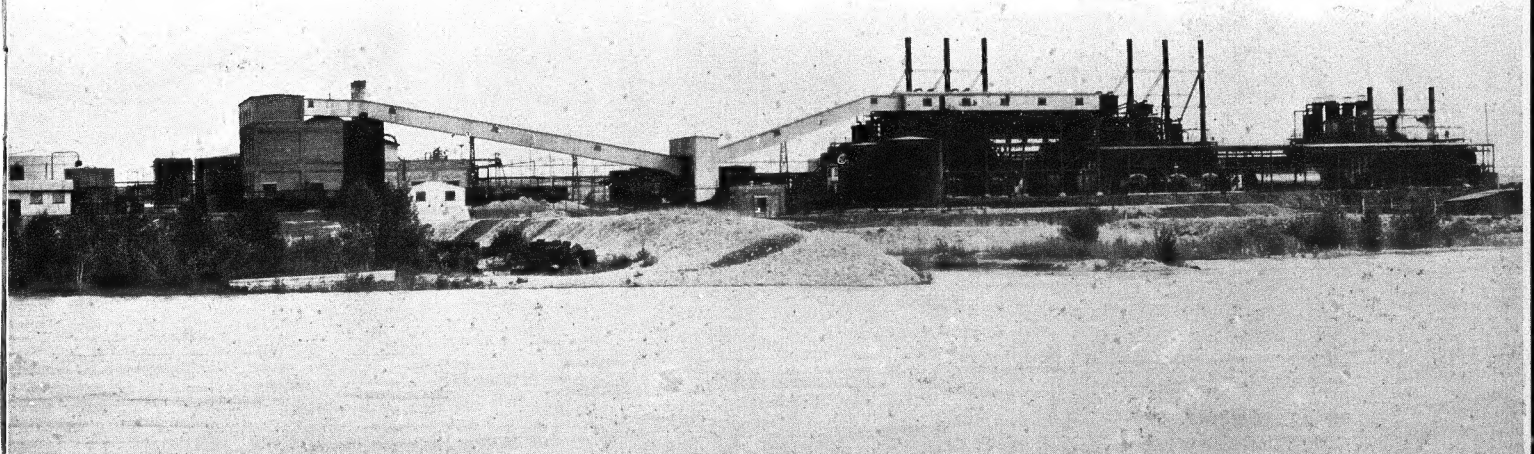
that a new market has been opened up in Ontario. The recently reported discovery of a large body of iron ore on the shores of Lake Athabasca, brings to the vast fuel wealth of the province a real significance and importance. If development confirms the reported richness and accessibility of the iron ore deposits, these two potent factors of wealth and industrialism—coal and iron—will mean a great deal to Alberta, and Calgary.

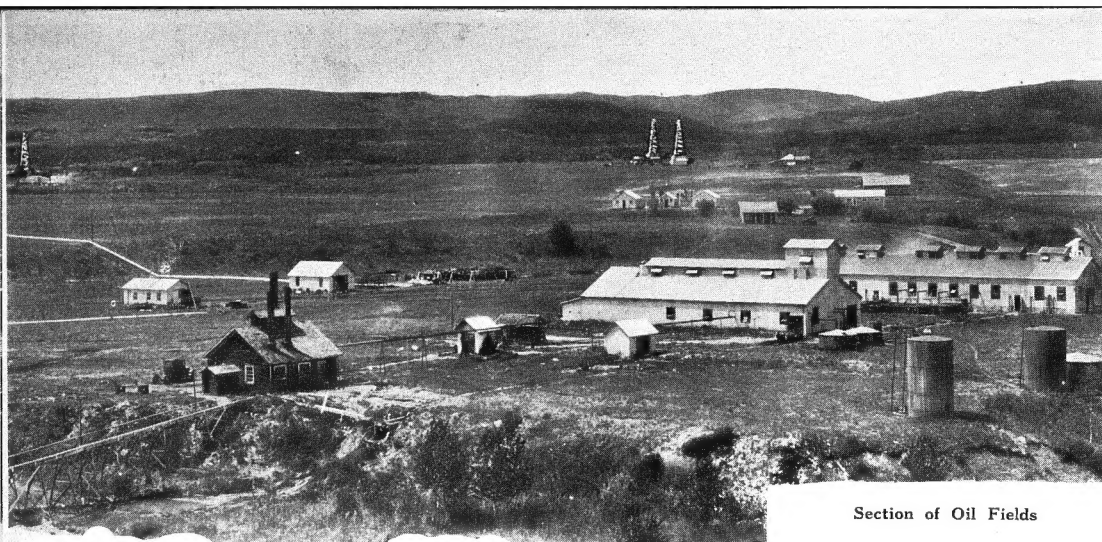
Alberta's coal reserve is estimated at 1,059,000 million tons, a sufficient reserve to last the whole of Canada for many generations. This reserve of Alberta comprises 14 per cent. of the entire world's coal reserves, 72 per cent. of British reserves, and 87 per cent. of Canada's reserves.

There is \$55,000,000 already invested in coal mines in Alberta, which in 1923 produced nearly 7,000,000 tons. There are more than 300 mines in operation, with a maximum of 12,000 employed.

Vast reservoirs of natural gas exist in the Province, and this is used in the homes of four cities and several towns. Production now exceeds 7,000,000,000 cubic feet annually. A supply of helium gas exists in Alberta.

Oil Refinery





Section of Oil Fields



There is an estimated area of tar sands existing north-east of Edmonton, some 350 miles along the Athabasca River. The sands contain about 18 per cent. bitumen. The estimated area of these sands is 15,000 square miles.

Government authorities estimate that Alberta has an area of more than 60,000 square miles of merchantable timber, and there are also some 12,000,000 acres of forest reserves. The sawmill timber available is estimated at 16,000 million board feet, and the pulp wood material at 270,000,000 cords. Several large timber concerns are established in the province. This timber has not been developed to any large extent owing to the fact that transportation facilities are not yet available to the huge timber limits in the northern parts of the province.

Possibilities in by-products of Alberta's resources are extensive, it has been shown by research work. Other resources than those mentioned include salt, bentonite and building stone.

Page 10

Typical Coal Mine



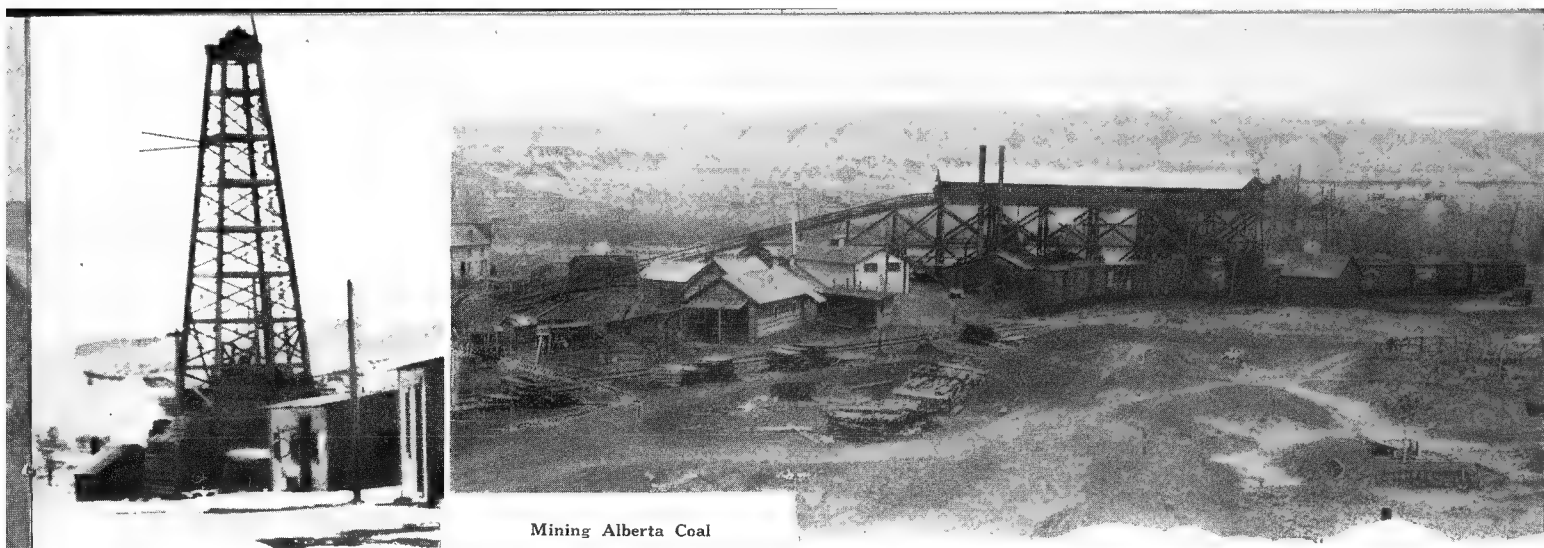
OIL AND NATURAL GAS

Is there going to be big crude oil production in Alberta? That is the question which is exercising the minds of thousands of persons, not only in this province, but throughout Canada, the United States, Great Britain and the world. This little booklet does not pretend to say. If the information contained here represents the thoughts and wishes of the people of Calgary, it can only say that it hopes, that some day, very soon, oil will be struck in Alberta. They hope so because it means much to the material prosperity of the province. If a good Providence has placed beneath our soil that great natural resource toward which the world looks to-day for a hundred uses, then Alberta's people would be lacking in initiative and progressive sense if they did not use every endeavor to develop such a wonderful resource placed at their disposal.

At the present time the greatest interest is centered in the great oil drilling campaign going on in the Turner Valley, forty-five miles south-west of Calgary. The

Power Plant, Kananaskis





Mining Alberta Coal

first well was "brought in" there some eleven years ago. This well, the Dingman, No. 1, has been a constant producer ever since. Half a dozen other wells were also brought in as producers. In fact, the consolidated group of Southern Alberta and Alberta Southern wells produced more than \$750,000 value in oil.

The original discovery well of the field is Dingman No. 1, now owned by the Royalite Company. The first oil horizon was struck at 1,557 feet. Later results brought about the Calgary oil boom. The oil flowed with "heads of gas" the estimated production being 100 barrels per month, with 5,000,000 cubic feet of wet gas per hour. Later there was a construction of a \$250,000 gasoline absorption plant by the Royalite Company.

Dingman No. 2 also supplying wet gas, is a Royalite well, and Royalite No. 3 is also supplying wet gas. The combined open flow of these wells, reduced 45 per cent. to line pressure, after the gasoline is extracted, is forced from the absorption plant of the company into the main line of the gas company supplying Calgary.

The annual report of the Royalite Company, not including any production from the big Royalite No. 4 gasoline spouter, showed that the value of the production from the Nos. 1, 2 and 3 wells was: gas sales, \$172,208.00; gas consumed, \$20,234.00; gasoline sales, \$68,771.00. The absorption plant has been operating about five years.

The big spouter, called the wonder well of the American continent, is Royalite No. 4. Drilling commenced in 1923, and after many difficulties the well blew in with a most tremendous rock pressure. The well has been partially gotten under control. With crude appliances, ordinary drips inserted in the gas pipe line, it produced 300 barrels daily of 73 Beume gravity oil, colorless as spring water.

When a Smith separator was installed in the gas lines, the production rose to 400 barrels of this casing head gasoline per day. The Royalite company officials in Toronto admitted that the well produced an average of 400 barrels a day during April, or 12,000 barrels of

Page 11

Coal Mine in the Foothills



Kananaskis Dam





Home of Grain Exchange



Auto Camp, St Patrick's Island



Post Office

gasoline, 13 points finer than motor car gasoline during that month.

Briefly, here is the list of wells now punching holes toward the oil sands:

The Royalite No. 5 subsidiary to the Imperial Oil, drilling with giant rotary outfit.

The Royalite No. 6, drilling with rotary outfit duplicate to No. 5.

The McLeod No. 2, drilling a new well 600 feet east of its producing well No. 1, with new outfit of standard cable tools.

The Big Chief Co., drilling with a heavy outfit of standard cable tools.

The Advance Oil Co., drilling a new well, with cable tools, and preparing to deepen one of the old ones, started in the boom days of 1914.

The Vulcan Oil Co., drilling a new well with the latest standard tools procurable.

The Canada Southern Oil Refining Co., deepening the old Prudential well.

The Alberta Southern Oil Co., deepening the No. 2 well drilled originally to 3,150 feet.

A Calgary-Vancouver Syndicate is constructing a derrick and is about ready to start drilling with a rotary outfit.

In addition to these, several other companies and syndicates have locations picked for drilling shortly, such as the British Dominion Oil & Development Corporation, a Californian syndicate, the Dallas Oil Co., the Rose Oil Co., and a number of others whose plans are as yet unannounced as this booklet goes to press.

It is the greatest oil development campaign on any known oil structure in Canada and the citizens of Calgary are pleased with this outburst of activity, the high prices being paid for well located leases, the carloads of oil machinery, derrick timbers and supplies flooding into the little town of Okotoks, the entry point to the Turner Valley Oilfields.

Space precludes giving an adequate summary of all the oil prospecting work going on in Alberta, but it is sufficient to say that oil development is being energetically pressed here, and geologists believe the country is on the eve of tremendous production.

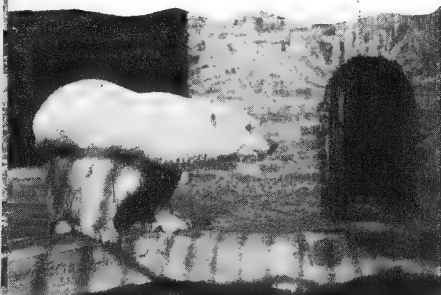
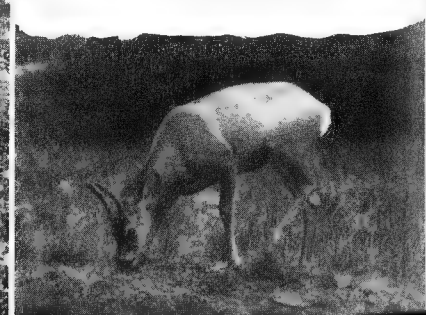
HYDRO POWER

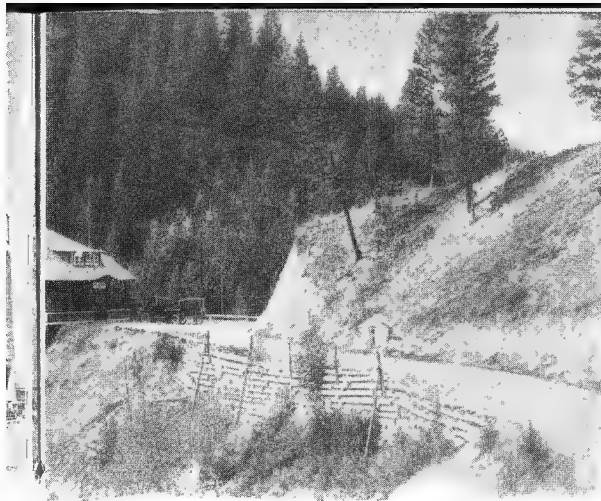
Calgary's future supply of hydro power, which will augment the 31,000 h.p. already developed on the Bow River by the Calgary Power Co. lies in the Spray Lake project. The development of power from these

Hoodooos on Road to Banff



Deer at Banff





On Banff-Windermere Highway



Big Horn Sheep Near Banff



Near Lake Louise

lakes which lie high up behind the first barrier of the Rockies, now depends on a decision of the provincial government and the consent of the federal authorities. There is a potential continuous horse-power of 35,000 and machinery could be installed to develop a peak load of 70,000. It is proposed to build one station first, with provisions for a second unit if it is needed. The first station would have an effective head of 485 feet and develop between 13,000 and 14,000 horse-power. The machinery, as planned by the Calgary Power Co., will be capable of producing 32,000 horse-power.

* * *

Brieflets

The Calgary Board of Trade was organized in 1891 with a membership of about twenty. At the close of last year there was 650 members. The institution maintains an office in the Loughheed Building, and in the basement of the same building there is a handsome club room and restaurant. It is a rallying place in every line of commerce represented in the city.

Mount Rundle

In 1924, the total receipts of livestock at the Calgary Stock Yards were: Cattle, 94,712; calves, 14,873; hogs, 120,806; sheep on sale, 42,261.

In 1923, the figures were: Cattle, 76,907; calves, 11,324; hogs, 89,013; sheep on sale, 57,487.

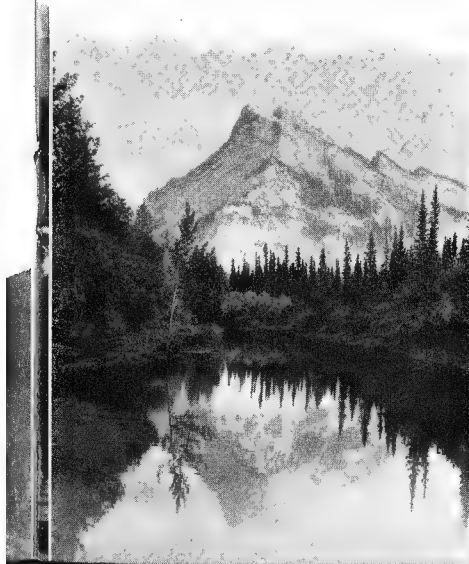
On through billings there were in 1924: Cattle, 20,503; hogs, 13,846; sheep, 16,934. In 1923, the figures were: Cattle, 8,424; hogs, 12,297; sheep, 4,615.

Following is the record of the city's bank clearings since 1914:

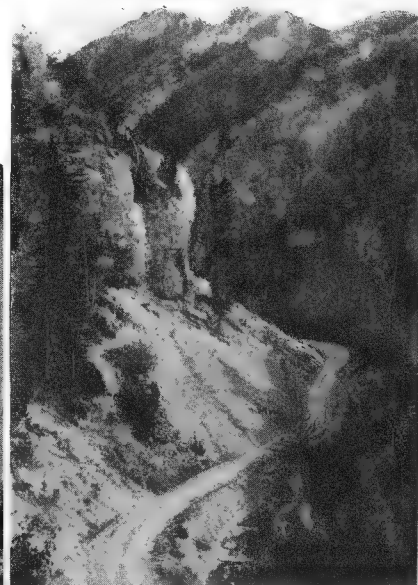
Year	Amount
1914	\$201,669,873
1915	169,758,599
1916	233,097,671
1917	348,663,426
1918	331,334,577
1919	355,011,589
1920	438,073,277
1921	335,465,202
1922	263,240,201
1923	272,438,886
1924	343,415,332

Page 13

Near Radium Hot Springs



Chateau, Lake Louise





Johnston's Canyon

the opportunity of coming gradually into the most beautiful mountain scenery in the world. Ninety miles is an easy trip by car, and the visitor enjoys every inch of the road. It is always a long remembered pleasure, and there are few days in the year in which one cannot see the snow capped mountains as one leaves Calgary.

The road follows along Bow Valley and passes through a fine ranching country. Situated at Morley, a few miles before entering the Rocky Mountain Park, is the Indian Reserve—the home of the Stony Indians—and famous because it was the home of the MacDougall's, George, John and David, the first two being the first

Page 14

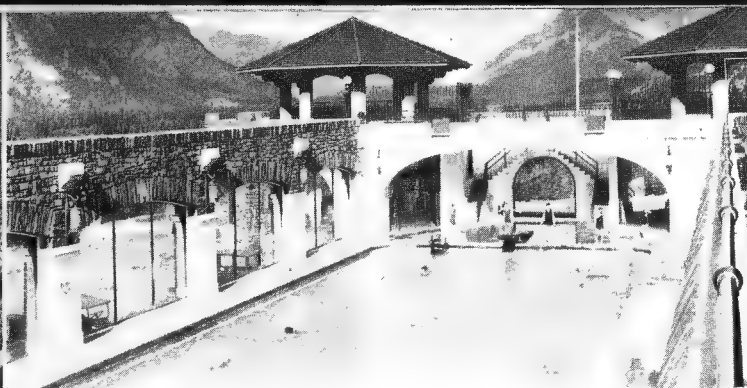
Illecillewaet Valley

BANFF AND LAKE LOUISE

There are few visitors who come to Calgary, who do not visit Banff and Lake Louise. The traveller can go by train or by road. Most prefer to go by road. Then they have

the opportunity of coming gradually into the most beautiful mountain scenery in the world. Ninety miles is an easy trip by car, and the visitor enjoys every inch of the road. It is always a long remembered pleasure, and there are few days in the year in which one cannot see the snow capped mountains as one leaves Calgary.

Soon after entering the park, the little mining town of Canmore is reached, and here one obtains the



Swimming Pool, Cave and Basin

first glimpse of the Hoodoos. These queer eroded pillars take strange shapes and are regarded by the Indians with much superstition. A few miles further on the visitor comes to Anthracite Hill, and at this point the traveller may pause and get a splendid view of the whole surrounding district. Less than two miles away is Banff, nestling in the Valley of the Bow and surrounded on all sides by lofty mountains.

Banff carries its own charm. The finest scenery, an ideal climate, with facilities for golf, tennis, swimming, boating, mountain climbing, walking, riding and motor-ing, are all at hand. It has a variety of attractions, and this is doubtless the reason why it continues to draw thousands of people of all classes every year.

Six game fish have their habitat in the waters of the Banff National Park. The Cut-Throat Trout, Lake Trout, Dolly Varden, Bull Trout, Brook Trout, and the Rocky Mountain Whitefish. Any point on the Bow River upstream for several miles affords Dolly Varden and Bull Trout.

A favorite and delightful trip is by canoe from Castle station, down this lovely river to Banff, fishing the various pools for Cut-Throat Trout, etc. Castle is seventeen miles by rail west of Banff and can also be conveniently reached over the splendid new motor highway. While the run can be made in a day, to do the trip justice, it should be extended over three or four days. There are fine camping sites along the route.

BANFF

On the s
bridge, are
building, w
and cricket
the Spray F
There is ex
of tourists,
reasonable

Once th
go on over
road which
ing feat wh
over this ro
will be satu
is every yar
The car ride
then sudden
short, it is th
Sinclair Can
mere and In
impossible to
and majesty
life, mountai
who is looki
drive of 120

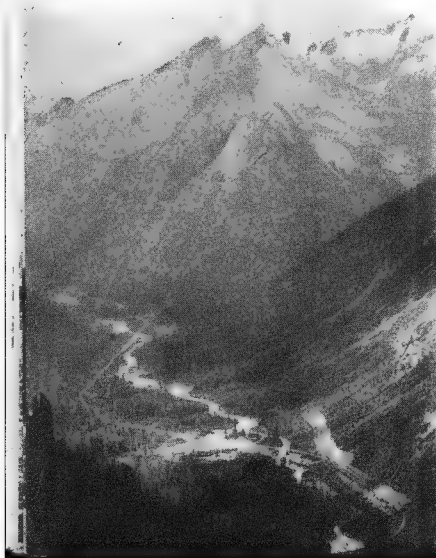
B.

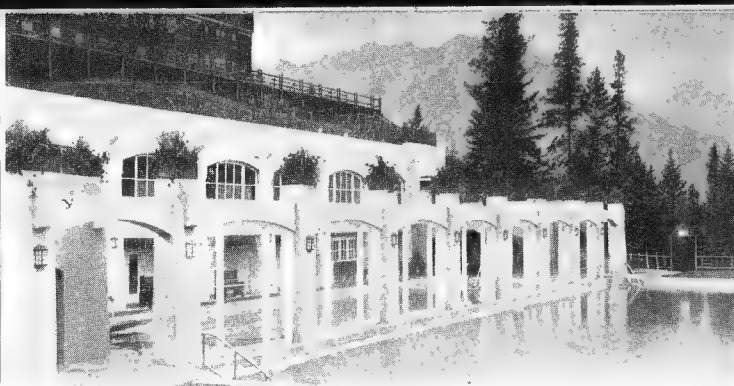
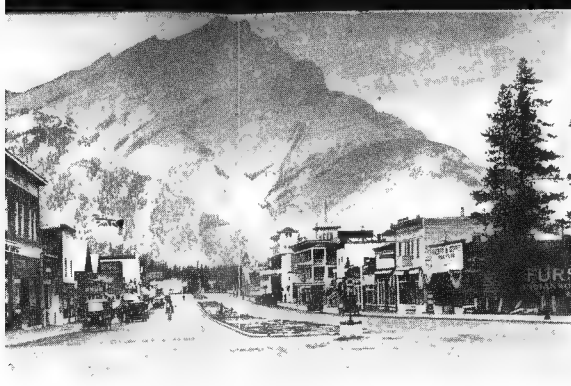
Though
thousands of

Banff Springs Hotel



Wind Mountain





BANFF

Swimming Pool, Banff Springs Hotel

eroded pillars
ie Indians with
on the visitor
at the traveller
hole surround-
Banff, nestling
on all sides by

est scenery, an
is, swimming,
ng and motor-
ttractions, and
inues to draw
year.

waters of the
Trout, Lake
Trout, and the
on the Bow
Dolly Varden

be from Castle
f, fishing the
tc. Castle is
d can also be
w motor high-
ay, to do the
e or four days.
ute.

On the shores of the Bow River, 500 yards west of the bridge, are the government recreation grounds and building, with special picnic, baseball, tennis, football and cricket grounds. Just beyond the bridge that spans the Spray River is a camping ground for auto tourists. There is excellent hotel accommodation for all classes of tourists, with all modern facilities and comforts at reasonable rates.

Once the motor tourist gets to Banff, he should go on over the Banff-Windermere Highway. It is a road which took some years to build, and is an engineering feat which is a credit to the West. The traveller over this road, which runs right into Cranbrook, B. C., will be saturated with scenery if that is possible. There is every variety of it—mountain, valley and woodland. The car rides gently down through woodland glades, and then suddenly emerges on the brink of a mountain. In short, it is the most spectacular motor drive in the world. Sinclair Canyon, just before the traveller gets to Windermere and Invermere is one of Nature's wonders. It is impossible to describe the scenic grandeurs, the beauty and majesty of the mountains, the abundance of wild life, mountain sheep, goats, bears and deer. The motorist who is looking for something new will find it in this drive of 120 miles.

BANFF'S WINTER CARNIVAL

Though Banff is a wonderful summer resort for thousands of tourists, it also attracts hundreds of visitors

from the south during the winter months of January and February. They come because it is a unique pleasure for them to witness the winter and Alpine sports which are to be seen there during the carnival. For those who see Banff in the summer, it is hardly believable that winter sports can be staged there.

But the annual Winter Carnival, generally held in the early days of February, quickly dispels that illusion. Ski-ing, ski-jumping, skating, ice hockey, sleighing, tobogganing, dog-racing over the snow, and other sports which delight every person, are at the Carnival. Banff lays itself out for this special occasion, and is not a bit ashamed of its snow and ice and low temperature, though never too low to make out-door sports uncomfortable or inconvenient.

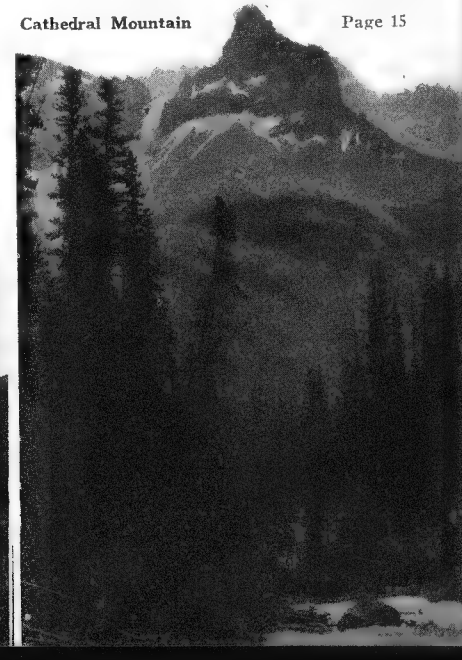
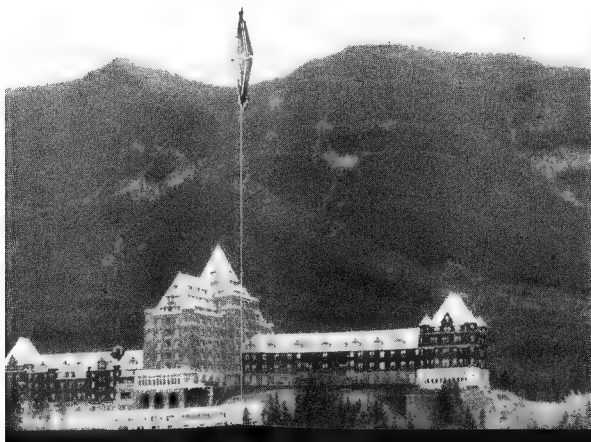
For those who have never experienced many winter sports, a visit to Banff at this season of the year is always well repaid by the health and pleasure received from such a visit.

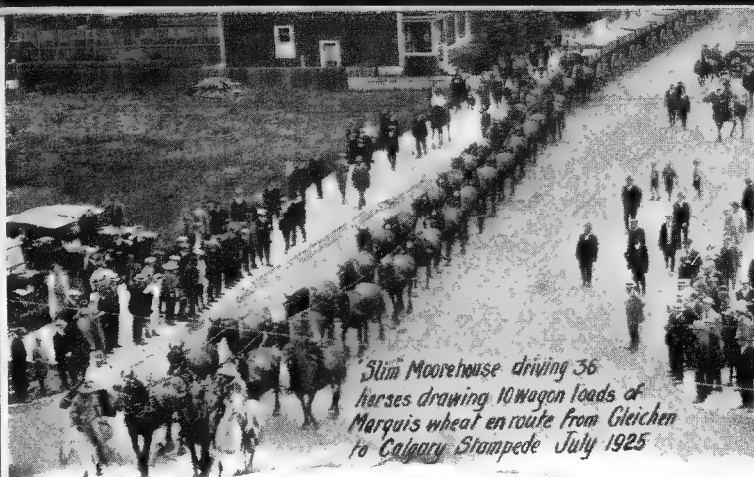
Marble Canyon

Banff Springs Hotel

En Route to Banff

Cathedral Mountain





Slim Moorehouse driving 36 horses drawing 10 wagon loads of Marquis wheat enroute from Gleichen to Calgary Stampede July 1925



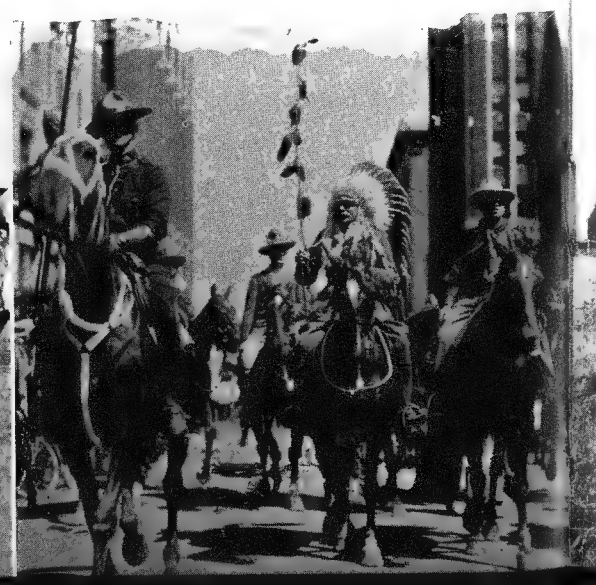
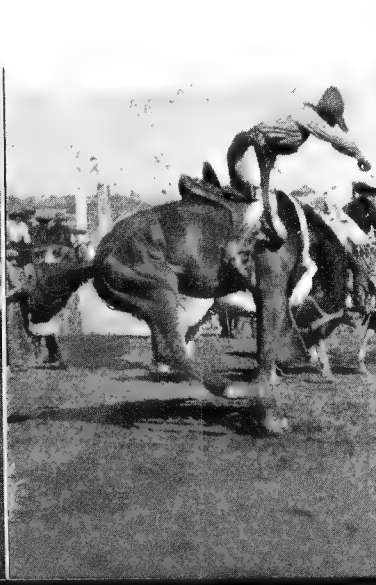
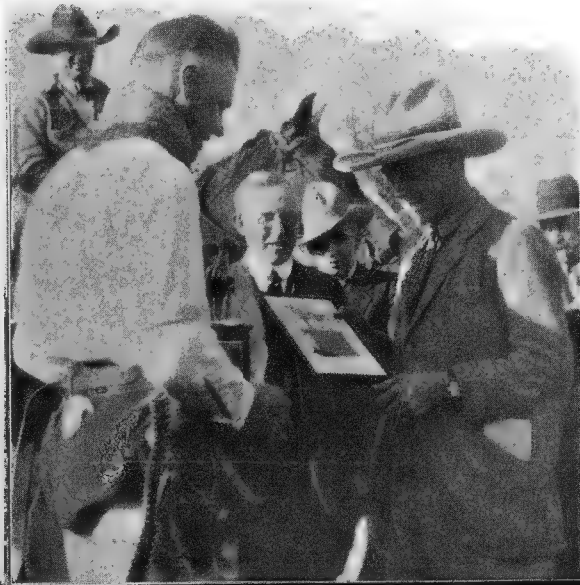
CALGARY'S EXHIBITION AND STAMPEDE

One of the biggest pleasure attractions of Calgary during the summer is its annual Exhibition and Stampede. While taking an intense pride in the Exhibition and Fair, which show the best which Alberta has to produce in agriculture and live stock, and the best that Calgary produces in manufactures, domestic and art work, there is a still greater pride taken in the Stampede. The attendance at this great combined Exhibition and Stampede was 97,000 in 1922; 136,000 in 1923; 167,000 in 1924; and in 1925, 178,000.

The Stampede is helping to preserve, in some measure, the old-time spirit of the West. The old ranching days are fast disappearing. Broncho bucking, wild steer riding, wild cow milking, chuck wagon races, Indian races are some of the features which make the Calgary Stampede the most noted on the American continent. The year 1925 is particularly marked by the fact that the City celebrated the coming of the Royal North-West Mounted Police, who, founding the

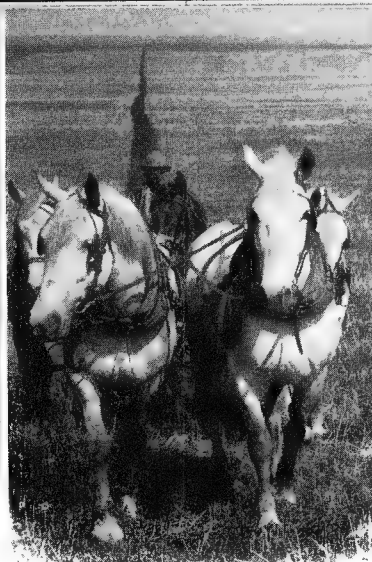
old log police post, at the same time founded the City of Calgary. The first man who stepped ashore from the frail craft which carried them across the Bow River, from the North to the south side, was G. C. King, and he is living in Calgary to-day.

But the Stampede is the big event which marks Calgary. It was first instituted in 1912, when the Duke and Duchess of Connaught, with the Princess Patricia, paid a visit here for the occasion. The Stampede was dropped then for several years, but as the people of Calgary began to realize the importance of preserving those links of the past, the Stampede was revived in 1923. Since then it has grown in popularity, not only with Alberta and Calgary residents, but with thousands of tourists and visitors from all parts of Canada and the North American continent. The Calgary Stampede is not a show, but a real contest of skill between men who make their living the year round in herding cattle. They bring to the visitor the actual life of the foothills and prairies, and give to him the thrills which always accompany the old strenuous life of





Harvesting Grain



A Mile-Long Furrow



Typical Wheat Field

the West. In addition to the Stampede events, there is always a gathering of the Sarcee, Blackfeet and Stoney Indians, which add color to the events of the week. They are genuine Indians, and their appearance in feathers and war paint is of interest to all who attend.

Even if you are not interested in Calgary or Alberta as a place in which to come and make your home or establish an industry, it is at least worth while to come here and witness some of the unique features which no other place in the West has to offer.

AGRICULTURE AND LIVE STOCK

In the twenty years that Alberta has been a province, it has become known to the world as one of the richest of agricultural countries, producing a high quality of grains and other products of the farm. Its rapid strides forward in agricultural production and the realization of its possibilities along these lines has furnished one of the most absorbing chapters in the history of modern Canadian development.

Farm Home Near Calgary



The land resources of Alberta are a revelation to the new-comer, especially in relation to the great number of different kinds of work that may be undertaken throughout the whole scale of farm land enterprises, such as open pastoral work, small proprietary ranching, grain farming, mixed farming, dairy farming, special pure-bred stock raising and irrigation.

The early years of Alberta saw the passing of the purely pastoral stage of agriculture which was in existence before the Province came into being. In the '70's and '80's, cattlemen of the continent were attracted to this part of the West by the nutritive grasses of the foothills and the great, wide prairies of the southern part of the Province, and the country quickly became famous for its ranches and its beef cattle. Many of these ranches have been absorbed by the grain farms of later days, but there still remains a great area given over to ranching and the production of a high quality of livestock that has brought Alberta into prominence the world over.

Farm Home Near Calgary





A Foothill Pasture



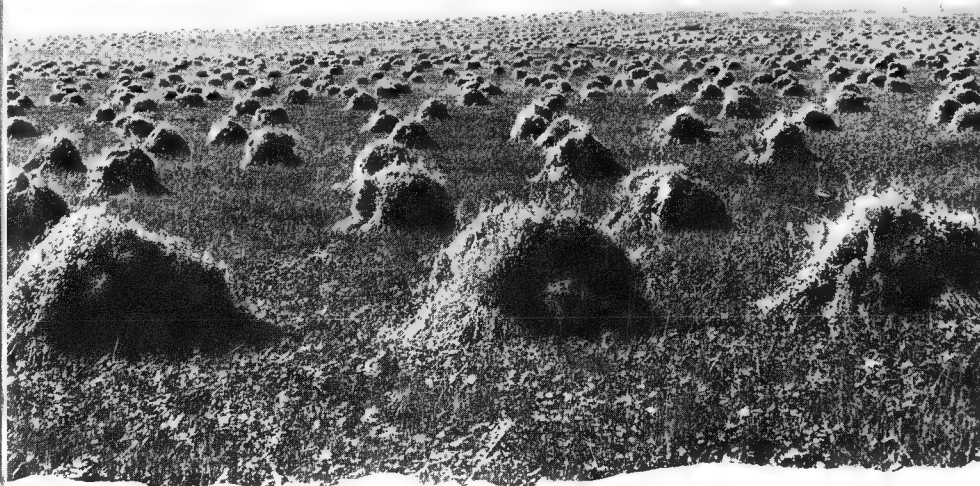
The attractiveness of ranch life in Alberta led His Royal Highness the Prince of Wales to purchase one of the old-time ranches in the foothills, and on this ranch is now being raised some of the pure-bred stock in which the Royal Family has always taken such a keen interest,

In the development of grain production, Alberta has come to the front rapidly, and since the beginning, Calgary has been the center of the great grain producing areas of the province. In twenty years, Alberta's area in wheat has grown nearly thirty times. The production of grains has grown nearly fifty times, and the total area under crop more than twenty times. In this period, Alberta has developed a dairy industry, the products of which now total in value annually more than \$20,000,000. The production of creamery butter alone has grown more than twenty times, and as much creamery butter is being exported now to foreign markets from Alberta as was manufactured altogether twelve years ago. One of the largest exporting creameries is located at Calgary.

To appreciate the strides that Alberta has made in the development of grain production, it is necessary to quote some comparative figures. The following figures are taken from official government records:—

Production of Wheat		
Year	Acreage Acres	Yield Bus.
1906	223,930	5,932,269
1911	1,639,974	36,602,000
1917	2,897,300	52,992,100
1922	5,765,595	65,730,693
1923	5,172,643	144,834,000
Total Acreage Under Cultivation		Acres
1905		616,821
1915		4,329,074
1923		10,530,810
1924		11,067,014
Estimated Market Value of All Agricultural Production		
1905		\$ 20,000,000
1915		147,727,000
1923		209,000,000
1924		217,000,000





On Prince of Wales' Ranch

Production of All Field Crops	
Year	Yield, bus.
1906	34,091,429
1911	101,300,000
1917	151,778,500
1922	116,806,329
1923	282,909,513

Over a period of twenty years the province has maintained an average yield of spring wheat of 18 bushels an acre, the highest average in Canada and higher than many states of the union. In the wheat growing territory surrounding Calgary, the average spring wheat yield from 1911 to 1923, was between 20 and 25 bushels per acre.

Here are a few examples of farmers who have been successful in the territory tributary to Calgary:—

John Glambeck, Milo, south-east of Calgary, was born on a small farm in Denmark. When 18 years of age, he migrated to the United States, where he worked at various jobs until 1907, when he took up a homestead

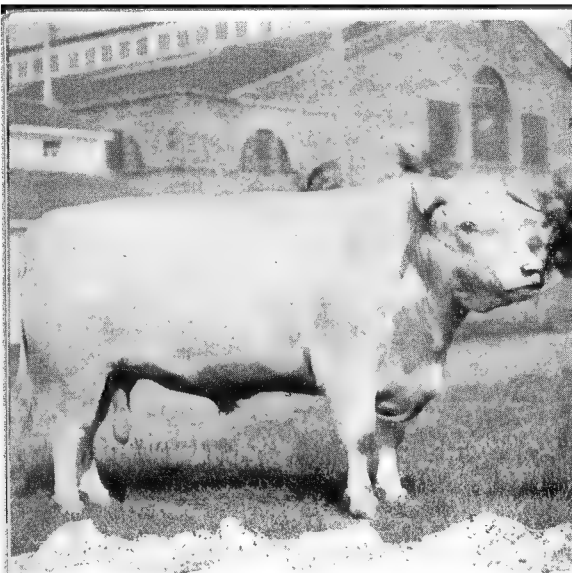
in Southern Alberta. He went into mixed farming, and set himself to build a beautiful farm home. He took up tree and fruit growing, and made a hobby of it. To-day he has one of the most beautiful farm locations in Alberta. He has for the past six years produced enough strawberries to supply his family every day during the season.

Axel Anderson, Kathryn, Alberta, north-east of Calgary, came to the United States from Sweden in 1907, without funds; worked for two years as a farm hand, moved to Alberta and took a homestead. To-day he operates 1,280 acres, with fine farm buildings, good livestock, etc. In 1924, he raised crops to the cash value of \$20,000. He came with little capital. To-day he is independent and successful.

Arthur Grenville, Morrin, north-east of Calgary, winner in wheat, Chicago International Grain Show, 1923. Born on a farm in Devonshire, apprenticed to dry goods trade. Came to Alberta in 1906 on account

A Horse Ranch

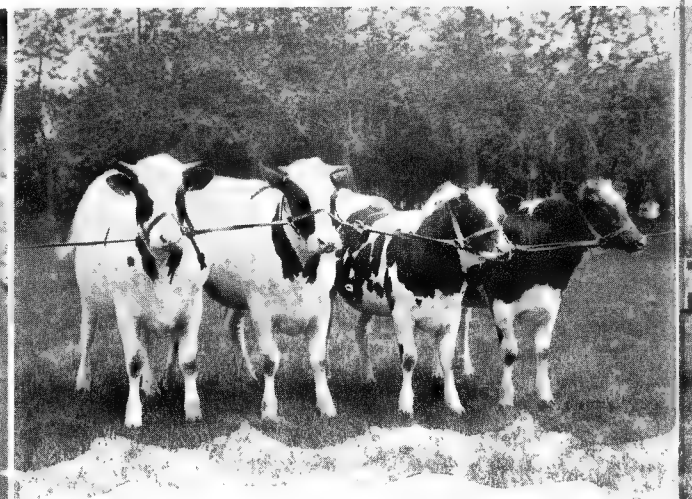




A Champion—Prince of Wales Ranch



Royal Rancher



Prize Winners

of poor health; worked for two years as farm laborer, then filed on homestead 50 miles from Didsbury. Later on, he bought a section of school land. Now he has 700 acres under cultivation and 520 acres pasture; all buildings, livestock, etc., paid for out of crops raised on the farm. In 1923 he had an average of 52 bushels per acre registered seed wheat on 150 acres. Attributes his success to productivity of Alberta soil, ideal climate for raising of cereals, perseverance, and definite object.

Many other instances might be quoted of men who have settled in the territory tributary to Calgary and who have made good by their own efforts and because of the exceptional fertility of Alberta soil and the special opportunities available in this province.

Eight of the twenty-three Alberta prize winners at the world's hay and grain show at Chicago in 1923 were located in the territory immediately tributary to Calgary. In addition to this, the farmer who won

the world's championship in wheat in that year farmed at Fenn, 100 miles north-east of Calgary, and the farmer who won the world's championship in oats in 1923 farmed at Lacombe, 113 miles north of Calgary.

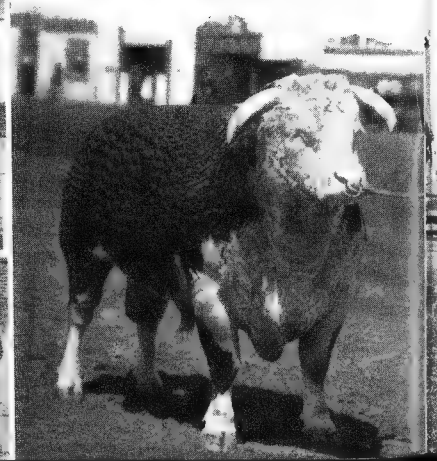
The following is the record of progress in the dairy industry:—

Year	Creamery Butter	
	Creameries	Production Lbs.
1905	13	813,430
1911	56	2,540,000
1918	56	9,053,237
1922	54	15,417,070
1923	75	17,868,853
1924	89	22,335,000

Year	Factory Cheese	
	Factories	Production
1911	8	100,000
1918	11	552,000
1922	14	931,992
1923	13	1,850,000
1924	12	1,714,790

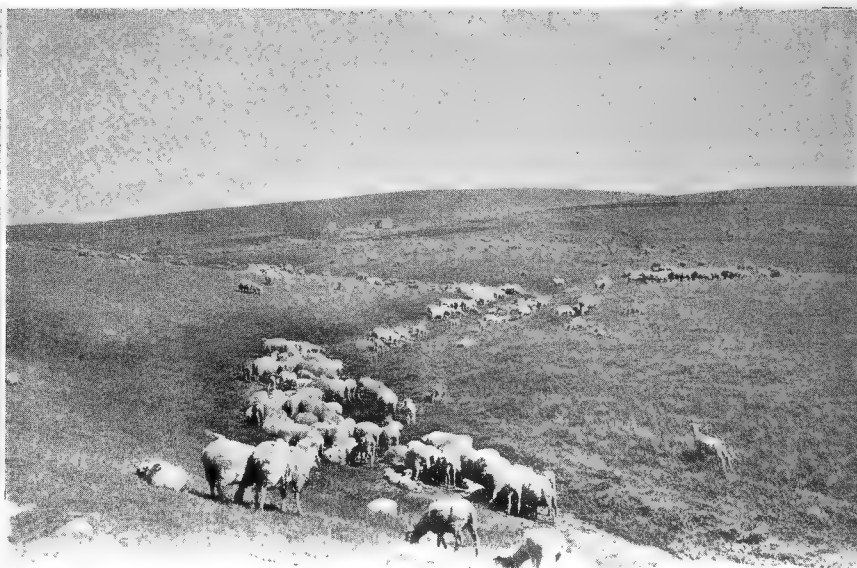


Champion Hereford





Taking Milk and Cream to Station



Scene on Sheep Ranch

Value of All Dairy Products

1900	\$ 564,476
1910	7,855,751
1923	23,013,330
1924	23,208,562

The export of Alberta butter to the world's markets has shown the following remarkable increase in the past three years:—

	Butter	Lbs.
1922		1,000,000
1923		2,000,000
1924		4,100,000

In addition to the British market, Alberta butter is also exported to China and Japan. Its creamery butter for several years took 50 per cent. of prizes at Canadian Exhibitions.

Seed Grain and Live Stock

Alberta has led the world in seed grain at many exhibitions. It has twice taken the world championship in wheat and twice in oats. Its seed grain is exported to all parts of the world.

A summary of seed grain and livestock winnings for the past few years is as follows:

Seed Grain Winnings at Chicago International Hay and Grain Show

1920—19 prizes, 2 championships.
1921—32 prizes, 4 championships.
1922—36 prizes, 3 championships.
1923—44 prizes, 2 championships, and 2 firsts.
1924—43 prizes, 2 firsts.

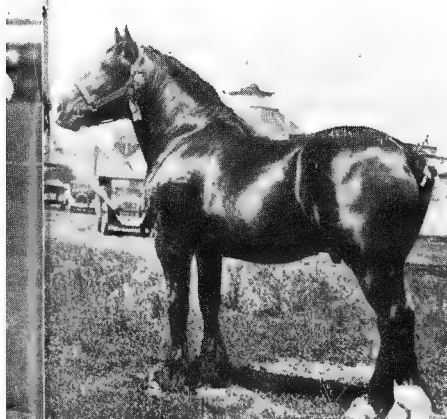
Livestock Winnings: At Chicago International Live Stock Show--

1920—13 prizes.
1922— 8 prizes and one championship.
1923— 4 prizes.
1924—23 prizes, 3 grand championships, one reserve championship.

Boys' and Girls' Lamb Competition—Winter Fair

Page 21

Champion Clydesdale





One of Alberta Government's Schools of Agriculture

At Toronto Royal Show--

1922—15 prizes and one championship.

1923—12 prizes and 2 championships, with one reserve championship.

1924—75 prizes, 6 championships, one reserve championship.

With this record already in agricultural production and with little more than one-tenth of its agricultural lands as yet under cultivation, it may readily be seen that Alberta offers unequalled opportunity for the settler who comes with a determination to make good and the ability to use proper methods.

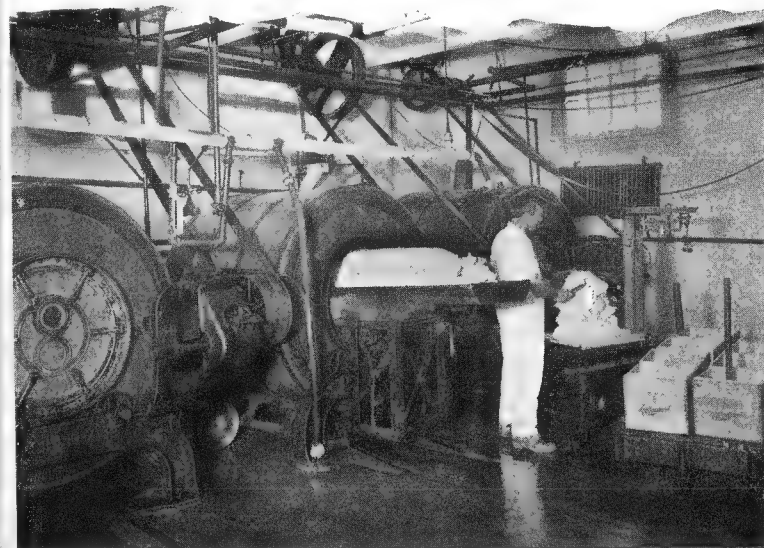
There is plenty of excellent farm land available at reasonable prices, for all branches of farming in the province. Farm lands can be had in the form of improved farms or unimproved land for purchase at reasonable prices and on easy terms, irrigated lands in Southern Alberta on the same terms, or homestead lands in the more outlying districts.

It is important, of course, that continual progress be made in the matter of improving conditions under which



Judging Cattle, Victoria Pavilion, Calgary

farming is carried on, and in the methods of production and marketing. Alberta has always been forward in matters of this kind, and for many years the agricultural industry in its various branches has been fostered by well-planned and well-manned systems of government supervision and assistance. The provincial Department of Agriculture conducts various schemes of assistance to the farmers, such as schools of agriculture, experimental plots, agricultural agents, livestock, seed dairy and poultry branches, grading and marketing services, home bureau services, etc. A progressive public health policy is also carried out, one of the chief features of which is the system of municipally-operated rural hospitals, which is the only system of its kind on the continent to-day, and which has proved a boon to residents of the rural districts. Public and district health nurses are also maintained for the benefit of rural districts, these being sustained partly by the government and partly by the municipalities who find it possible to do so.



Unloading Calgary Butter in England



An Irrigated Farm

IRRIGATION

Though for at least forty years irrigation of agricultural lands has been receiving attention in the Province of Alberta, when a few small ditches were constructed by stockmen, it was not until 1892, after a series of dry years, that the attention of settlers was turned to the possibility of saving their crops by the artificial application of water.

The question subsequently assumed such importance as to warrant its being taken up by the government; with the result that a few small ditches were constructed by stockmen, it was not until 1892, after a series of dry years, that the attention of settlers was turned to the possibility of saving their crops by the artificial application of water.

Within the area between the International Boundary and the Canadian Pacific main line, there are irrigation projects already built which will take care of about one



Cultivating Special Alfalfa Seed

million acres of land, but it must not be understood that in parts of this area dry farming cannot be carried on because, as a matter of fact, some of the best dry farming districts are located in this area.

The irrigated areas ensure production of large yields of alfalfa and other fodder crops, and within these irrigated districts will eventually develop the greatest live-stock feeding centres and dairy districts in any part of Western Canada.

The largest irrigation works constructed to serve portions of the area under consideration, have been built by the Canadian Pacific Railway Company, to serve 650,000 acres, east of Calgary, at a cost of about \$15,000,000, by which water is transported through some 4,200 miles of artificial ditches, and though only partially developed these lands are producing annually crops to the value of millions of dollars. This Company also controls what was originally known as the Alberta Railway and Irrigation Company's system, near Leth-

Headgates, Main Canal, Calgary





An Irrigation Ditch



Main Canal



Crating Cabbages for Shipment

bridge, which serves 82,000 acres, and from which splendid crops are being obtained.

The C.P.R. have also constructed a system to serve some 17,000 acres of privately-owned land near Taber, all of which is occupied by settlers. In addition there are the Canada Land and Irrigation Company and the Lethbridge Northern projects, which together can supply water to 305,000 acres. Besides these larger systems, water rights have been approved of by the Dominion government covering about 57,000 acres in Alberta, and 50,000 acres in South-western Saskatchewan, which are served by some 700 smaller works built by private parties.

The elevation of the irrigated areas varies from 2,500 to 3,500 feet above sea level, and the actual growing season varies from 100 to 120 days. A 160-acre farm is considered sufficient for one man with ordinary means to attempt to farm.

The success which is obtaining on the irrigated lands

of Southern Alberta can only be fully realized by a personal inspection of the districts. The most authentic demonstration work on record are the field tests carried on at the Dominion government experimental farm at Lethbridge, covering a period from 1908 to 1924. Full details of these results may be obtained by application to the Department of Agriculture at Ottawa. Other authentic results may also be obtained from the irrigation branch of the C. P. R. Department of Natural Resources, Calgary.

A fair estimate of the additional cost per acre for farming under irrigation methods is from \$4.00 to \$5.00 per acre, including the cost of land preparation, ditching and irrigating, the ordinary maintenance charge being about \$1.00 per acre, and interest on the additional purchase price of irrigable land over dry land.

The income from a quarter section of irrigated land handled by competent farmers and devoted to dairying hogs and sheep, is conservatively estimated at from \$2,500 to \$3,000 per annum.



TOURIST INFORMATION

Tourists from the United States Coming Into Canada

A non-resident of Canada may enter his automobile for touring purposes in Canada by complying with the requirements of the following summary of the regulations of the Department of Customs.

Temporary Admission—Twenty-four Hours.

Automobiles may be entered at any Canadian port of Customs for touring purposes for a period not exceeding 24 hours, by the owner surrendering his State license card, which is handed back to him on his return journey.

Temporary Admission—Two Days to One Month

Automobiles may be entered at any Canadian port of Customs for touring purposes for a period of one month, by filling in a prescribed form (E. 50) made out in duplicate; one copy kept on file by the Canadian Customs official and one copy retained by the tourist. The original and duplicate are compared when the tourist makes his exit from Canada.

Temporary Admission—One to Six Months

Automobiles may be entered at any Canadian port of Customs for touring purposes, for a period of one to six months, by filling in the same form referred to, depositing \$25.00, and signing a bond in approved form for double the amount of the estimated duties on the vehicle, or securing a special bond of an incorporated guarantee company authorized to do business in Canada.

The automobile of any tourist not returning within the time limit is liable to seizure. Should an unforeseen delay occur, prolonging the time of stay in Canada beyond that mentioned in the tourists' permit, the Customs Department, Ottawa, should be communicated with at once.

Tourists' Outfits

1. Persons visiting Canada for a limited period of time, for health or pleasure, may bring with them such guns, fishing rods, canoes, tents, camp equipment, cooking utensils, musical instruments, kodaks, etc., as they require while in Canada for their own use and not for gain or hire, upon reporting same to the Customs officer at the port of entry and depositing with him a sum of money equal to the duty on such articles, and the money thus deposited may be refunded if the articles are exported outwards and identified at the Customs port where reported inwards, or at another port, within six months from time of entry; provided the articles are produced and their identity attested to before a Canadian Customs

officer at the place of export or before a Customs officer at a place outside of Canada.

2. The tourist is required to furnish the Customs officer at the port of entry with a report or invoice of his outfit, in duplicate, one copy of which is to be returned to the tourist when signed by the Customs officer, with the amount deposited marked thereon.

Canadian Tourists Into United States

A tourist by automobile from Canada into the United States must first secure a permit from the Customs officer at the Canadian port (Form C-12) and sign it, in order to return his vehicle without duty. Then at the Customs port on the United States frontier, he must secure a permit entitling him to tour for one month. Should he desire to remain for six months, he must furnish a bond of an approved guarantee company of the United States, for double the amount of duty; but no deposit is required.

Any non-resident owner of a foreign-built automobile taking it into the United States for bona-fide touring purposes is expected to secure from the American consul for the district in which he resides, a certificate granting exemption thereon for customs purposes, and a temporary stay of seven days, or on the other hand, for six months with bond covering the automobile parts and articles associated therewith.

The owner is then expected to present this certificate to the collector of customs of the first United States customs house reached in order that the automobile and contents may be inspected and passed.

Exemptions of United States Customs Duty on Purchases in Canada

By the regulations of the Secretary of the Treasury of the Government of the United States, residents thereof returning by motor or otherwise are required to declare to the customs officer at port of return all articles acquired in Canada or elsewhere, in their baggage or on their persons, whether by purchase, by gift or otherwise and whether dutiable or free of duty. Exemption is, however, allowed on articles for personal or household use or as souvenirs or curios, and if not intended for sale, aggregating not over \$100 in value. Articles so exempt from duty must, nevertheless, be declared. Such exemptions are made by customs officers at the port of entry.

Under the said regulations a citizen of the United States is any person who has at any time resided in that country.

GAME REGULATIONS

PROVINCE OF ALBERTA

SUNDAY SHOOTING IS PROHIBITED

Hunting or trapping over enclosed lands prohibited without having obtained the consent of the owner or occupant thereof.

The killing of animals under one year of age prohibited.

Hunters are required to wear a suit of white material while hunting big game.

NOTE PARTICULARLY THAT IT IS UNLAWFUL

To kill any big game animal with horns less than four inches in length.

To buy, sell, deal or traffic in the flesh of any big game or game bird.

To place ducks, geese, snipe, plover, etc., in cold storage between March 1st and September 20th following.

To export any animal or bird or part thereof, mentioned in The Game Act, without a permit from the Minister of Agriculture.

To practice the art of Taxidermy unless licensed so to do.

To wilfully disturb, destroy or take the eggs of any game or other birds protected by The Game Act.

To use a dog to hunt big game.

To trap on Game or Forest Reserves, except under special permit.

To hunt big game without a license.

To hunt or trap fur-bearing animals without a license (farmers and members of their family, while actually residing on their farm, exempt).

To buy or sell any game heads unless branded by the Department.

To act as guide without a License.

To deal or traffic in the pelt of any wild animal without a license.

To export the pelt of any wild animal without a permit.

To carry a loaded shot gun or rifle in, or on, any vehicle upon a public highway.

To discharge a shot gun or rifle from a vehicle upon a public highway.

To hunt or fish without a license.

OPEN SEASON

Mountain sheep (1 male only), Mountain goat (1 only)—Sept. 1st to Oct. 31st.

Deer, Moose, (1 male only), Caribou (1 only)—Nov. 1st to Dec. 14th.

Ducks and Geese (bag limit, ducks, 30 per day, 200 the season; geese, 15 per day; brant, 15 per day)—Sept. 15th to Dec. 14th.

Rails and Coots, 25 per day; Black-bellied Plover, Golden Plover and Yellow Legs, 15 per day; Wilson Snipe, 25 per day—Sept. 15th to Dec. 14th.

Grouse, Prairie Chicken, Partridge, etc. (10 per day, 50 the season)—Oct. 1st to Oct. 31st.

Hungarian Partridge (South of North Saskatchewan River, 15 per day, 75 the season)—Sept. 15th to Nov. 14th.

COMMUNITY CLUBS

The Rotary Club meets Tuesday, 12.15 Palliser Hotel.

The Kiwanis Club on Thursday at the same time and place.

The Gyro Club in Hudson Bay Dining room, Thursday 12.30.

The Kinsmen's Club in Board of Trade Rooms 2nd and 4th Thursday at 6.15 p.m.

Calgary Board of Trade open luncheon every Friday at noon.

The Elks have a club room on Eighth Avenue, in the Maclean Bldg.

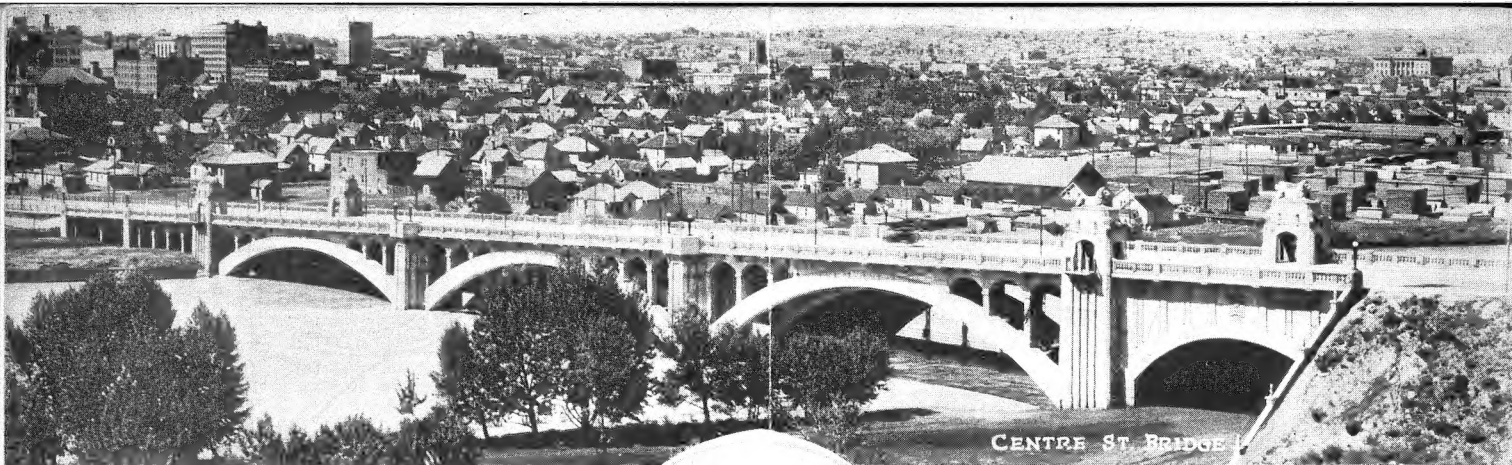
The Y.M.C.A. building is just east of the C.P.R. Station.

This folder is issued by the Calgary Board of Trade and financed by the City Council and business men of the City of Calgary through the efforts of the leading Community Clubs.

The Calgary Board of Trade will cheerfully and promptly supply further information in response to enquiries.



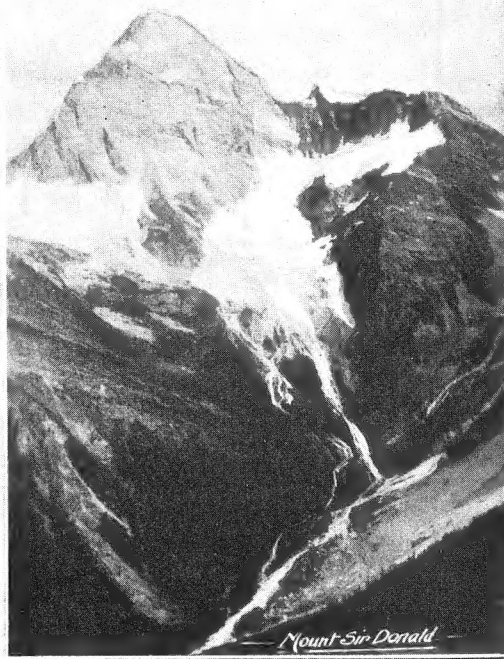
WESTERN PRINTING AND LITHOGRAPHING COMPANY, LIMITED
CALGARY - - - - - ALBERTA



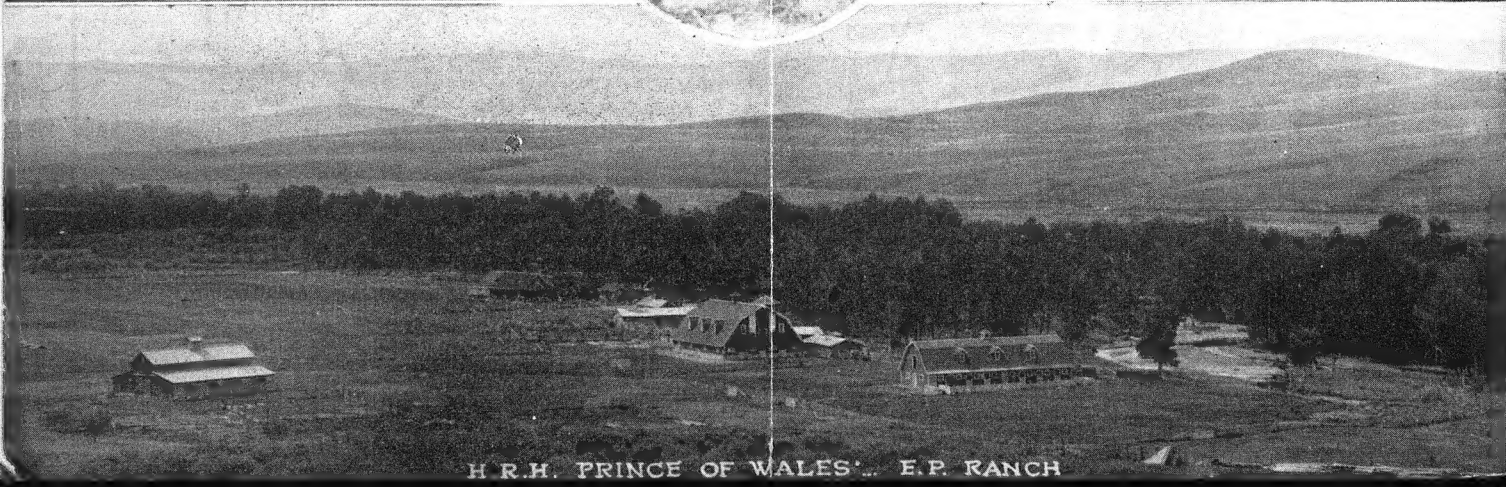
CENTRE ST. BRIDGE



Mount Assiniboine



Mount Sir Donald



H.R.H. PRINCE OF WALES' E.P. RANCH